

Overview:

In early 2003, the American Heart Association (AHA) and Cone set out to infuse more passion and emotion into AHA's well-respected, but largely recognized as clinical, brand via the identification of strategic focus areas that would take the form of new cause campaigns. In order to succeed, these campaigns would need to: identify a market opportunity to attract consumer and corporate interest; address a critical health issue; and leverage existing AHA assets to ensure continuity and low entry costs.

Through deep research and analysis, the team identified the first strategic focus area – women and heart disease. This was chosen based on several factors, including: an open-niche opportunity to address women's health issues beyond the crowded breast cancer space; a significant health awareness gap where only 8% of women knew heart disease was their number one killer; and the availability of underutilized women's heart health assets.

Subsequently, the team created the overall concept for the organization's first national cause campaign, **Go Red For Women**. Built to launch a movement to fight heart disease in women, the campaign would put a new face on an issue so often mistaken for an older man's concern. For this, the team designed a variety of events and experiences to invite people into a deeper, more meaningful relationship with the American Heart Association. The most prominent of these became National Go Red For Women Day. This symbolic event would encourage and enable Americans to show their support, raise funds for and awareness of the issue.



no
The results have been astonishing. Externally, Go Red For Women has achieved phenomenal success. The campaign has enrolled more than 823,000 women to date, many of whom had previous attachment to the AHA, and has secured numerous consumer-facing companies as partners – for the first time bringing the AHA's circle of sponsors well beyond its traditional pharmaceutical industry base. Internally, the campaign has created a rallying cry that has energized staff and volunteers, while also sparking a restructuring of the organization's communications, fundraising, and mission-related activities to work together to capture the hearts, minds and donations of consumers, ultimately creating more meaningful relationships.

Not only has the campaign modernized and infused passion into the AHA image, Go Red is attracting women to a cause that had been previously overlooked. In Go Red for Women, AHA has successfully launched a movement, and in doing so, has reinvented itself. As the campaign evolves, more and more people have become engaged, and today businesses, cities, celebrities and -- most importantly -- women are learning what it means to be red, see red, think red, feel red...all part of what it takes to Go Red.

Select Elements:

Marketing Communications: The team launched a national integrated communications campaign with marketing, PR, media relations, events, promotions and corporate relations strategies, in addition to local efforts driven by AHA's 2,200 divisions across the country. AHA also capitalized on its existing organizational ad spend by creating Go Red "This Is The Day" advertisements published in several major national publications. National and local efforts were focused in February and May to capitalize on these key market times for women. For the overall movement launch in February 2004, Daryl Hannah served as



national spokesperson. Since then, Events drew on sponsors to create buzz, including a fashion show featuring designer red dresses at Macy's Herald Square, a kick-off dinner at Pfizer and a science news conference. In 2005, Toni Braxton was secured as national spokesperson for participation in an SMT, RMT, national media interviews and events, including the "Roll Out the Red Carpet" media event at Radio City Music Hall and Empire State Building Lighting Ceremony. Still more celebrities, including Sigourney Weaver, Karen Duffy, Marie Osmond, Joy Behar and others have been brought on for more glamorous events at the national and local levels in subsequent years.



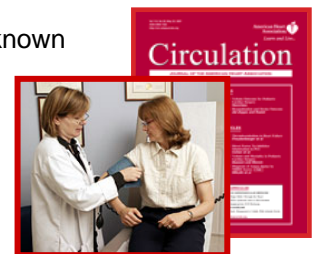
Education/Awareness: To raise awareness and excitement, the AHA invited well-known landmarks to "Go Red" in February. The team recruited alliances to spread the health message, including Clear Channel Entertainment that produced billboards and radio PSAs across the U.S. The AHA also launched its first-ever online store (www.ShopGoRed.com) to sell consumer merchandise such as t-shirts, scarves, jewelry, yoga mats, car magnets and more. The AHA produced extensive educational materials including brochures, bookmarks, posters, wallet cards, screensavers, and e-cards. A Physician's Toolkit was created for health professionals, with patient reports, a summary of new health guidelines, red dress pins, wallet cards and more. In 2006, the AHA launched the **Go Red For Women Heart CheckUp**, an interactive online assessment of women's heart health to help women calculate their risk of having a heart attack or developing cardiovascular disease.

Fundraising: The AHA and Cone created an annual fundraising event, branded National Wear Red Day, which takes place on the first Friday of each February. Turn-key "how-to" kits were created for companies across the country, encouraging employees to donate \$5 and wear something red in a show of support. Based on corporate interest in cause marketing, especially during Valentine's Day/Mother's Day, Cone also recommended expanding cause promotion opportunities, inviting companies to sell relevant items with a portion of proceeds going to the cause. To raise funds and ensure local activation, Cone also created the "Cities Go Red" component. Through this element, local affiliates secured corporate sponsorships, held local Go Red For Women luncheons, fashion shows, galas, and buzz events and encouraged local landmarks to "Go Red."



Advocacy: The AHA planned a luncheon on Capitol Hill in February of 2004 with the Congressional Heart & Stroke Coalition and the Congressional Caucus on Women's Issues to launch the movement and to educate and rally legislators for the cause. The issue is also brought to the forefront of the **AHA's National Lobby Day on Capital Hill, "You're the Cure."** The annual event's 2008 version saw more than 700 survivors and volunteers served as advocates for change. Locally, the AHA approached female legislators/governors as champions and encouraged more than 70 city/state proclamations for National Wear Red Day. In February 2006 the AHA helped introduce the HEART for Women Act, a bill that would improve prevention, diagnosis, and treatment of heart disease in women, in both the House and the Senate.

Credible Science: To incorporate the credibility and dedication to research that the AHA is well-known for and to generate more attention, Cone recommended funding/compiling targeted research to couple with the National Wear Red Day launch. In addition, renowned female cardiologists and volunteers, Dr. Lori Mosca and Dr. Nieca Goldberg, served as credible spokespersons. To address the critical gap between health and awareness, the AHA committed to annually research and release "State of the Heart" treatment guidelines for women.



Select Results:

- Women's awareness of heart disease being their #1 killer rose from **34 percent in 2000 to 55 percent in 2006**
- **50% of consumers** named Go Red as the #1 cause movement important to them in 2007
- More than **823,000 women** have enrolled in the movement to date
- **\$149 million has been raised** for the cause by Go Red For Women, with **\$101 million resulting from Go Red Luncheons** alone
- Since 2004, the number of **Go Red Luncheons has more than tripled**

- **Macy's, Pfizer, and Merck**, signed on as national sponsors and **Campbell's, Hamilton Beach, Jafra, Jiffy Lube, Kellogg's Smart Start Cereal, Starkist, Swarovski, Yankee Candle, Ocean Spray, Mattel**, Clairol Professional, Cutco, Day-Timer, Del Monte, e-Glam, Flooring America, Fresh Express, LeMystere, Perfumania, Pepperidge Farm Breads, Prego Heart Smart, Princess House, Supervalu, Swanson Premium Chunk Chicken, V8 Beverages, Brighton, and Rite-Aid signed up on supporting levels of sponsorship
- **96% of women** who took the Go Red Heart CheckUp in 2007 reported taking some action to improve heart health
- The Go Red Web site has received 3.2 billion hits and the overall AHA **Web site hits have doubled** since the launch
- **14,000 US local companies** participated in National Wear Red Day 2008 and **200 Go Red luncheons** were held
- More than **14.14 billion media impressions** have been generated from national and local coverage
- The AHA has devoted 57 full time national and local staff members to support Go Red and other cause initiatives
- *America's Greatest Brands* recognized the AHA as one of **America's strongest and most trusted brands**
- Go Red has become increasingly integrated into popular culture as evidenced by the appearance of **Go Red Barbie**, a **Go Red Girl Scouts Patch**, and Go Red presence on TV shows such as **What Not To Wear**, and **Deal or No Deal**
- **26 countries** around the world have adopted the campaign and conducted awareness activities



Awards and Recognition:

- **2006 PR News Platinum PR Award** for Best Public Affairs Campaign
- **2006 Silver Anvil Award of Excellence** for National Public Service Campaign
- **2005 PR News Nonprofit PR Award** for Best Fundraising and Membership Campaign
- *Woman's Day* **2005 Woman's Day Red Dress Award**
- **2005 PRWeek Award** for Nonprofit Campaign of the Year
- **2005 Silver Anvil Award of Excellence** for National Public Service Campaign
- Holmes Group **2005 SABRE Award** for Social Marketing
- Cause Marketing Forum **2005 Cause Marketing Golden Halo Award** for Nonprofit Organization of the Year
- WEPR **2005 Crystal Obelisk Award for Social Responsibility** for Best Nonprofit Campaign over \$100,000
- Holmes Group **2004 SABRE Award** for Special Event (Less than 7 Days) for National Wear Red Day
- Subject of a **Harvard Business School Business Case** and **BusinessWeek** article
- Case study featured in the following books: **Cause Marketing for Nonprofits**, by Jocelyne Daw; **Top 100 Case Studies in PR** Volume 3; and **Social Marketing**, by Philip Kotler and Nancy Lee

